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**ENGLISH
TRANSLATION
OF

ARTICLE 19
CLAIM
AMENDMENTS**

Statement for the amendment under Article 19

Claims 1 to 3, 4 to 9, 22, 23 and 25 are amended to correct the expression and to clarify the subject matter of the invention.

Claims 26 to 28 are added to more clearly the subject matter of the invention.

CLAIMS

1. (Amended) An advertisement method comprising the steps of:

setting a laterally elongated image signal receiver with its orientation turned through 90 degrees, without keeping the receiver intact in a lateral direction, and installing the receiver in a commercial institution or a public space,

using a 90 degree turning display unit for an image signal for turning an inputted jump scanning type image signal,

feeding and displaying in real time the image, turned through 90 degrees and outputted in real time from the display unit, to the image signal receiver installed in a vertical direction so as to constitute a vertical image field like a poster, and

performing advertisement by said vertical image signal receiver for displaying the image turned through 90 degrees.

2. (Amended) The advertisement method according to claim 1, characterized by using the 90 degree turning display unit comprising:

an input section connected to an output terminal to which a jump scanning type image signal is outputted for inputting a jump scanning type analog video signal outputted from the output terminal in real time;

a decoder circuit for decoding the jump scanning type analog video signal inputted;

a sequential scanning type circuit for signal converting the decoded jump scanning type digital video signal into a sequential scanning type;

a signal turning unit for turning through 90 degrees the jump scanning type digital video signal converted into the sequential scanning type;

a D/A converter for making the turned digital video signal an analog signal; and

an output section connected to an input terminal of the laterally elongated image signal receiver for outputting in real time the analog video signal turned through 90 degrees,

wherein the analog video signal turned through 90 degrees and outputted from the output section is inputted to the vertical image signal receiver set in the vertical direction by turning the laterally elongated image signal receiver through 90 degrees and the 90 degree turning display unit of the image signal so that the jump scanning type analog video signal may be displayed on the vertical image signal receiver in real time.

3. (Amended) A 90 degree turning apparatus for an image signal characterized by

comprising:

an input section connected to an output terminal to which a jump scanning type image signal is outputted for inputting a jump scanning type analog video signal outputted from the output terminal in real time;

a decoder circuit for decoding the jump scanning type analog video signal inputted;

a sequential scanning type circuit for signal converting the decoded jump scanning type digital video signal into a sequential scanning type;

a signal turning unit for turning through 90 degrees the jump scanning type digital video signal converted into the sequential scanning type;

a D/A converter for making the turned digital video signal an analog signal; and

an output section connected to an input terminal of the laterally elongated image signal receiver for outputting in real time the analog video signal turned through 90 degrees,

wherein the analog video signal turned through 90 degrees and outputted from the output section is inputted to the vertical image signal receiver set in the vertical direction by turning the laterally elongated image signal receiver through 90 degrees and the 90 degree turning display unit of the image signal so that the jump scanning type analog video signal may be displayed on the vertical image signal receiver in real time.

4. (Amended) An advertisement method characterized by comprising:

using a display unit for outputting a synthesized data signal obtained by synthesizing a sequential scanning type image signal obtained by turning through 90 degrees (including 270 degrees) an image of an image signal outputted in real time from an image unit such as a TV receiver, a VTR, a DVD, a camera or the like and blank display data such as letter data, image data, a sequential scanning type image signal produced by a computer or the like;

feeding and displaying the synthesized data signal including the image signal turned through 90 degrees and outputted in real time from said display unit to a thin type vertical color display installed in a vertical direction in such a manner that a thin type laterally elongated color display that is attachable to a wall such as a plasma display or an LCD display is turned through 90 degrees to have a vertical view field like a poster without being set in a lateral direction; and

advertising by said thin type vertical color display displaying the image from the

image unit in real time.

5. (Amended) The advertisement method according to claim 4, characterized in that said display unit is structure so that the blank display data are displayed in a juxtaposed manner with the image signal outputted in real time in an upper portion or a lower portion of the image of the image signal outputted in real time.

6. (Amended) The advertisement method according to any one of claims 4 and 5, characterized in that said display unit is structured so that the image signal outputted in real time and the blank display data are displayed on the overall vertical image field of said thin type vertical color display.

7. (Amended) The advertisement method according to any one of claims 4 to 6, characterized in that a motion picture for advertisement is adopted in relation with the advertisement by the blank display data such as letter data, image data, a sequential scanning type image signal produced by the computer or the like as the image signal outputted in real time, and the display unit is structured so that the synthesized data signal obtained by synthesizing the blank display data and the motion picture for advertisement is fed and displayed in real time to the thin type vertical color display.

8. (Amended) The advertisement method according to any one of claims 4 to 7, characterized by using a display unit comprising:

- an input section connected to an output terminal of an image unit such as a TV receiver, a VTR, a DVD, a camera or the like for inputting a jump scanning image signal outputted in real time from the image unit;

- a quantizing section composed of a decoder circuit for quantizing the jump scanning type image signal inputted in real time from the input section;

- a scanning type converting section composed of sequential scanning type circuit for converting the quantized jump scanning type image signal into a sequential scanning type image signal

- a 90 degree image turning processing section for turning through 90 degrees (including 270 degrees) the image of the image signal converted into the sequential scanning type in real time;

- an analog signal section composed of a D/A converter for making the image signal, which has been turned through 90 degrees, an analog signal;

an image synthesizing section for synthesizing the real time sequential scanning type image signal converted into the analog signal and the image signal composed of letter data, image data and a sequential scanning type image produced by a computer; and

an output section for outputting the image signal synthesized by the image synthesizing section;

wherein the output section is connected to an input terminal of a vertical display installed by changing the orientation of a laterally elongated display through 90 degrees so as to feed and display the synthesized image including the real time image.

9. (Amended) A display apparatus characterized by comprising:

an input section connected to an output terminal of an image unit such as a TV receiver, a VTR, a DVD, a camera or the like for inputting a jump scanning image signal outputted in real time from the image unit;

a quantizing section composed of a decoder circuit for quantizing the jump scanning type image signal inputted in real time from the input section;

a scanning type converting section composed of sequential scanning type circuit for converting the quantized jump scanning type image signal into a sequential scanning type image signal

a 90 degree image turning processing section for turning through 90 degrees (including 270 degrees) the image of the image signal converted into the sequential scanning type in real time;

an analog signal section composed of a D/A converter for making the image signal, which has been turned through 90 degrees, an analog signal;

an image synthesizing section for synthesizing the real time sequential scanning type image signal converted into the analog signal and the image signal composed of letter data, image data and a sequential scanning type image produced by a computer; and

an output section for outputting the image signal synthesized by the image synthesizing section;

wherein the output section is connected to an input terminal of a vertical display installed by changing the orientation of a laterally elongated display through 90 degrees so as to feed and display the synthesized image including the real time image.

10. A display apparatus characterized by comprising an input section for

inputting an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like, a 90 degree image turning processing section for writing in a memory the image signal to be inputted in real time from the input section and making it possible for turning the written image data through 90 degrees and for feeding and displaying the data to the vertical display in real time, and an output section for outputting the sequential scanning type image signal turned 90 degrees in real time, wherein the image of the image feeding unit turned through 90 degrees may be fed and displayed in real time on the vertical display which is set in the vertical direction by turning a laterally elongated display through 90 degrees, the turning image data already subjected to the 90 degree turning process by said 90 degree image turning processing section are always once written in an image memory, this image memory is renewed in real time, and the turning image data read out from this image memory is outputted to said vertical display so that the data may be fed and displayed in real time on the vertical display, further comprising an image data output section in which the turning image data written in each area which is obtained by dividing area of said image memory into a plurality of area may be displayed in a corresponding display area of said vertical display divided in a plurality of area in the same manner, and a renewal area switching section structured to make it possible to change each area of said image memory from a mode of renewing the turning image data in real time to a mode of stopping the renew of the turning image data or from the mode of stopping the renew of the turning image data to the mode of renewing the data in real time, wherein the image signal turned through 90 degrees and outputted from said output section is inputted to said vertical display and the image of said image feeding unit may be displayed on said vertical display in real time.

11. A display apparatus characterized by comprising an input section for inputting an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like, a scanning type converting section for converting into a sequential scanning type image signal a jump scanning type image signal inputted in real time from the input section or an image signal whose image has been turned through 90 degrees (including 270 degrees), a 90 degree image turning processing section for writing in a memory the image signal to be inputted in real time from the input section or the image signal converted into the sequential scanning type and for turning the written image

data through 90 degrees and for feeding and displaying the data to the vertical display in real time, and an output section for outputting the sequential scanning type image signal turned through 90 degrees in real time, wherein the image of the image feeding unit turned through 90 degrees may be fed and displayed in real time on the vertical display which is set in the vertical direction by turning a laterally elongated display through 90 degrees, the turning image data already subjected to the 90 degree turning process by said 90 degree image turning processing section are always once written in an image memory, this image memory is renewed in real time, and the turning image data readout from this image memory is outputted to said vertical display so that the data may be fed and displayed in real time on the vertical display, further comprising an image data output section in which the turning image data written in each area which is obtained by dividing area of said image memory into a plurality of area may be displayed in a corresponding display area of said vertical display divided in a plurality of area in the same manner, and a renew area switching section structured to make it possible to change each area of said image memory from a mode of renewing the turning image data in real time to a mode of stopping the renew of the turning image data or from the mode of stopping the renew of the turning image data to the mode of renewing the data in real time, wherein the image signal turned through 90 degrees and outputted from said output section is inputted to said vertical display and the image of said image feeding unit may be displayed on said vertical display in real time.

12. The display apparatus according to any one of claims 10 and 11, characterized in that the turning image data to be renewed in real time in correspondence with the image signal to be inputted from the image feeding unit are displayed as a normal image that may be displayed in motion picture in an image display area of said vertical display corresponding to one area which is set so that the turning image data of said image memory are renewed, and turning image data renewed last in the turning image data renewed in real time are displayed as a stationary image are displayed in an image display area of said vertical display corresponding to another predetermined area which is set so that the renew of the turning image data is stopped.

13. The display apparatus according to any one of claims 10 to 12, characterized in that the overall image displayable range of the vertical display may be essentially occupied by a plurality of divided image display areas.

14. The display apparatus according to any one of claims 10 to 13, characterized in that the overall image displayable range of the vertical display is divided into image display area juxtaposed in a vertical direction.

15. The display apparatus according to any one of claims 10 to 14, characterized in that said renew area switching section is set so as to switch a mode of whether or not the renewal of the turning image data is automatically performed in each divided area of the image memory.

16. The display apparatus according to claim 15, characterized in that said renew area switching section is set so as to switch a mode of whether or not the renewal of the turning image data is automatically performed in the divided area of the image memory in accordance with a signal contained in the image signal or a situation of a picture image or a still image of the image signal outputted from the image feeding unit.

17. A display apparatus characterized by comprising an input section for inputting an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like, a 90 degree image turning processing section for writing in a memory the image signal to be inputted in real time from the input section and making it possible for turning the written image data through 90 degrees, an output section for outputting the image signal to a laterally elongated display or a vertical display set in a vertical direction by turning the laterally elongated display through 90 degrees, and an image cutout section structured so that a predetermined portion written in the memory is read out, wherein a trimming image signal cut out with the predetermined portion of the image signal from said image feeding unit is prepared and the trimming image signal may be outputted to the display from the output section, so that the image signal outputted from said image feeding unit may be fed and displayed in real time as the trimming image signal turned through 90 degrees by the 90 degree image turning processing section and the image cutout section.

18. The display apparatus according to claim 17, characterized in that said image cutout section prepares the trimming image signal cut out longitudinally from a predetermined portion of an image signal outputted from the image feeding unit and for making it possible to outputting the trimming image signal from the output section to the laterally elongated display or the vertical display set in the vertical direction by turning the

laterally elongated display through 90 degrees.

19. The display apparatus according to claim 17, characterized in that said image cutout section prepares the trimming image signal cut out from a middle portion of an image signal outputted from the image feeding unit and for making it possible to outputting the trimming image signal from the output section to the laterally elongated display or the vertical display set in the vertical direction by turning the laterally elongated display through 90 degrees.

20. The display apparatus according to any one of claims 17 to 19, characterized in that said image cutout section is set so that the trimming image signal cut out from the image signal outputted from the image feeding unit may be enlarged and displayed to the laterally elongated display or the vertical display set in the vertical direction by turning the laterally elongated display through 90 degrees.

21. The display apparatus according to any one of claims 17 to 20, characterized in that said image cutout section is set so that a trimming image signal cut out longitudinally from a predetermined portion of the image signal outputted from the image feeding unit may be enlarged and displayed so as to essentially occupy the overall image displayable range of the vertical display set in the vertical direction by rotating the laterally elongated display through 90 degrees.

22. (Amended) The display apparatus according to any one of claims 10 to 21, characterized by comprising a quantizing section for quantizing the jump scanning signal from the image feeding unit and inputted to the input section, the scanning type converting section adapted to convert the quantized image signal to the sequential scanning type or the sequential scanning type after turning through 90 degrees, and an analog signal section for making the image signal from said scanning type converting section or the image signal from the 90 degree image processing section analog signal so that the analog image signal is outputted from the output section.

23. (Amended) The display apparatus according to any one of claims 10 to 21, characterized in that the 90 degree turning processing section is adapted so that the jump scanning type image signal to be inputted in real time from the input section or the image signal converted into the sequential scanning type by the scanning type converting section is written in the memory, and the written image data are read out from the address turned

through 90 degrees (270 degrees) so that the image is turned through 90 degrees and may be fed and displayed on the vertical display in real time.

24. An advertising method using a display apparatus characterized in that a display unit for turning through 90 degrees (including 270 degrees) an image by an image signal outputted in real time from an image feeding unit such as a TV receiver, a VTR, a DVD, a camera or the like is used, and the image signal turned through 90 degrees and outputted in real time from the display unit is fed and displayed to a thin vertical color display that may be attached to a wall and is laterally elongated color display such as a plasma display or an LCD display to thereby perform a poster advertisement with the thin vertical color display in which the image from the image feeding unit is displayed in real time.

25. (Amended) The advertising method using the display apparatus according to claim 27, characterized in that a poster advertisement is performed by the thin vertical color display in which the image from the image feeding unit is displayed in real time by using the display apparatus according to any one of claims 10 to 23 as the display apparatus.

26. (Added) An advertisement method characterized by using a display unit comprising:

outputting as an analog signal a synthesized data signal obtained by synthesizing a sequential scanning type image signal obtained by turning through 90 degrees (including 270 degrees) an image of an image signal outputted in real time from an image unit such as a TV receiver, a VTR, a DVD, a camera or the like and blank display data such as letter data, image data, a sequential scanning type image signal produced by a computer or the like;

displaying the blank display data in a juxtaposed manner with the image signal outputted in real time in an upper portion or a lower portion of the image of the image signal outputted in real time;

using a motion picture for advertisement adopted in relation with the advertisement by the blank display data as the image signal outputted in real time;

feeding and displaying the synthesized data signal including the image signal turned through 90 degrees and outputted in real time from said display unit to a thin type vertical color display installed in a vertical direction in such a manner that a thin type laterally elongated color display that is attachable to a wall such as a plasma display or an LCD display which is large in size and thin is turned through 90 degrees to have a vertical

view field like a poster without being set in a lateral direction; and

advertising by said thin type vertical color display displaying the image from the image unit in real time.

27. (Added) The advertisement method according to claim 26, characterized by using a display unit comprising:

an input section connected to an output terminal of an image unit such as a TV receiver, a VTR, a DVD, a camera or the like for inputting a jump scanning image signal outputted in real time from the image unit;

a quantizing section composed of a decoder circuit for quantizing the jump scanning type image signal inputted in real time from the input section;

a scanning type converting section composed of sequential scanning type circuit for converting the quantized jump scanning type image signal into a sequential scanning type image signal

a 90 degree image turning processing section for turning through 90 degrees (including 270 degrees) the image of the image signal converted into the sequential scanning type in real time;

an analog signal section composed of a D/A converter for making the image signal, which has been turned through 90 degrees, an analog signal;

an image synthesizing section for synthesizing the real time sequential scanning type image signal converted into the analog signal and the image signal composed of letter data, image data and a sequential scanning type image produced by a computer; and

an output section for outputting the image signal synthesized by the image synthesizing section;

wherein the output section is connected to an input terminal of a vertical display installed by changing the orientation of a laterally elongated display through 90 degrees so as to feed and display the synthesized image including the real time image.

28. (Added) A display apparatus, characterized by comprising:

an input section connected to an output terminal of an image unit such as a TV receiver, a VTR, a DVD, a camera or the like for inputting a jump scanning image signal outputted in real time from the image unit;

a quantizing section composed of a decoder circuit for quantizing the jump scanning

type image signal inputted in real time from the input section;

a scanning type converting section composed of sequential scanning type circuit for converting the quantized jump scanning type image signal into a sequential scanning type image signal

a 90 degree image turning processing section for turning through 90 degrees (including 270 degrees) the image of the image signal converted into the sequential scanning type in real time;

an analog signal section composed of a D/A converter for making the image signal, which has been turned through 90 degrees, an analog signal;

an image synthesizing section for synthesizing the real time sequential scanning type image signal converted into the analog signal and the analog image signal composed of letter data, image data and a sequential scanning type image produced by a computer; and

an output section for outputting the image signal synthesized by the image synthesizing section;

wherein the output section is connected to an input terminal of a vertical display installed by changing the orientation of a laterally elongated display through 90 degrees so as to feed and display the synthesized image including the real time image.